



PHOENIX, July 17, 2024

## **AT&T Teams Up with WNBA Veteran Stars A'ja Wilson and Sabrina Ionescu, and Rookie Kamilla Cardoso Ahead of 2024 AT&T WNBA All-Star**

As marquee partner of the WNBA and inaugural WNBA Changemaker, AT&T continues to champion connections between the WNBA's biggest stars and rapidly growing fans

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### **Key Takeaways:**

- Ahead of AT&T WNBA All-Star 2024 in Phoenix, AZ, AT&T is announcing new collaborations with **A'ja Wilson**, **Sabrina Ionescu** and **Kamilla Cardoso**.
- Wilson and Ionescu will participate in new mentorship-focused content series and one-of-kind contest, **Beyond the Bleachers**, Cardoso added to AT&T's star-studded **She's Connected** roster - a storytelling program featuring multi-hyphenate athletes aimed to inspiring women entrepreneurs.
- AT&T will host engaging fan experiences at **WNBA Live** inspired by WNBA superstars' unique styles, self-care favorites, and immersive experiences that highlight both the on and off-the-court passions of your favorite players.

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### **What's the news?**

AT&T, the Official Connectivity Partner of the WNBA, is teaming up with WNBA stars 2x WNBA Champion and 2x KIA WNBA MVP **A'ja Wilson** of the Las Vegas Aces, 3x WNBA All-Star **Sabrina Ionescu** of the New York Liberty and 2x NCAA Champion **Kamilla Cardoso** of the Chicago Sky.

Together with the power and personalities of these players, AT&T will connect fans throughout 2024 WNBA All-Star weekend and this season.

To kick things off, AT&T is launching a contest and content series **Beyond the Bleachers** that will give two WNBA fans the chance to make their hoop dreams a reality with 1:1 mentorship from legends A'ja Wilson and Sabrina Ionescu. Fans can enter starting Wednesday, July 17 at [att.com/beyondthebleachers](https://att.com/beyondthebleachers).



Kamilla Cardoso will play a key role in AT&T's **She's Connected** program, highlighting her creative entrepreneurship and connections that drive her passion.

## What are people saying?

"AT&T has been a steadfast supporter of women's sports for many years and a sponsor of the WNBA for the last six seasons," said **Sabina Ahmed**, assistant vice president of sponsorships and experiential at AT&T. "Our involvement in WNBA All-Star weekend underscores our long-term commitment to empowering women and creating lasting opportunities for the league and its' athletes. Teaming up with A'ja Wilson, Sabrina Ionescu and Kamilla Cardoso allows us to connect even deeper with WNBA fans while focusing on the valuable pillars of mentorship and storytelling."

"I'm excited to continue celebrating women's basketball with AT&T and provide mentorship to the next generation through the Beyond the Bleachers contest and content series," said **A'ja Wilson**, 2x WNBA Champion, 2x KIA WNBA MVP and Las Vegas Aces Center. "WNBA All-Star is the perfect place to come together with AT&T to celebrate the league and continue to grow the game."

"AT&T has always seen the potential in women's sports and has been a loyal supporter of the WNBA, which is why I'm excited to team up with them throughout the WNBA season," said **Sabrina Ionescu**, 3x WNBA All-Star and New York Liberty Point Guard. "Their commitment to access to sports aligns with the values of my SI20 Foundation. I'm looking forward to being a part of the Beyond the Bleachers contest and content series where I'll have the opportunity to provide mentorship to a WNBA superfan."

"I'm excited to join AT&T in celebrating women's basketball through their She's Connected program to showcase my approach to entrepreneurship and brand building," said **Kamilla Cardoso**, 2x NCAA champion and Chicago Sky Center. "Moving to the United States at 15 to pursue my basketball dreams was a huge step, and AT&T's commitment to fostering connections and building up the league has inspired me."

## Why it Matters



AT&T's long-standing involvement with the WNBA highlights its unwavering support for women's sports and commitment to the league. Throughout the season, AT&T collaborates with the WNBA to offer engaging panels, immersive fan experiences and mentorship programs that emphasize the power of women's sports to inspire and connect the WNBA to greater possibility.

The **AT&T WNBA All-Star 2024** is Friday, July 19 - Saturday, July 20 in Phoenix, AZ. Throughout the weekend, AT&T will create meaningful experiences through basketball clinics, panel discussions, immersive activations at WNBA Live and the 2024 AT&T WNBA All-Star Game. This celebration will highlight AT&T's dedication to promoting the league and supporting athletes across all aspects of their careers.

AT&T at WNBA Live (July 19-20) will celebrate the multifaceted nature of WNBA players on and off the court. The activation will feature player meet & greets, an immersive multiplayer basketball game "*Splash Court Challenge with A'ja & Sabrina*" and interactive experiences that connect fans to their favorite players like . The WNBA will host the WNBA Changemaker Day on Thursday, July 18 in partnership with the Girl Scouts Arizona Cactus-Pine for an event that aims to inspire and empower underrepresented groups through the power of sport. It will feature engaging sessions and panel discussions with AT&T representatives and AT&T Rising Future Makers. On Friday, July 19, the Jr. WNBA and AT&T will host a basketball clinic and panel discussions led by influential female voices and WNBA talent as well as AT&T executives to address the values gained from playing sports and the challenges girls and women face in sports and life.

#### **About AT&T**

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#### **For more information, contact:**

Caroline Jerome Edwards  
AT&T Corporate Communications  
Phone: 817-992-5279  
Email: [caroline.jerome@att.com](mailto:caroline.jerome@att.com)